

ABSTRACT

The background of this research is by the many brands that use the Instagram application as a medium for promoting and creating campaign messages, one of which is the Padang Payakumbuh Restaurant. This research wants to examine how much influence the campaign message "Team Tangan VS Team Sendok" via Instagram has on the brand image of Padang Payakumbuh Restaurant. This research involved 100 people who knew the Padang Payakumbuh Restaurant and Instagram followers from the @ariefmuhammad account. The research method used is to use a quantitative approach with the type of simple regression analysis method which is carried out on a certain population or sample using the Campaign Message Questionnaire and the Brand Image Questionnaire.

Keywords: Campaign Message, Instagram, Brand Image, Padang Payakumbuh Restaurant